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(54)【発明の名称】　インターネットを利用した広告システム及び広告作成支援ツール

(57)【要約】

【課題】　インターネットを利用した広告システム及び広告を容易に作成することができるを広告作成支援ツールを提供すること。

【解決手段】　インターネット上のサーバ１１に開設されたホームページに広告主３０から募った広告Ｉａを掲載し、この広告Ｉａを顧客２０に情報として提供するインターネットＩＮを利用した広告システム１であって、顧客２０は予め自己の個人情報Ｉｄをホームページを開設した中間業務体１０に提供し、中間業務体１０は顧客２０から広告Ｉａの閲覧要求があった場合には個人情報Ｉｄ及び広告Ｉａに予め設定された閲覧許可条件に基づいて所定の広告Ｉａを閲覧可能とし、かつ、中間業務体１０は顧客２０が閲覧可能となった広告Ｉａを閲覧した場合には一つの広告Ｉａについて所定の回数、閲覧した広告Ｉａの数に応じて所定のインセンティブを前記顧客２０に与える。また、広告作成支援ツールをダウンロードする。
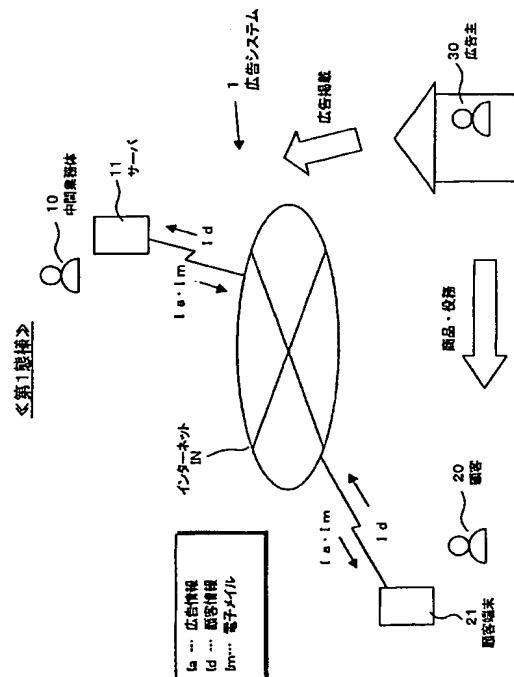
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(54) ADVERTISEMENT SYSTEM USING INTERNET AND ADVERTISEMENT GENERATION SUPPORT TOOL

(57)Abstract:

PROBLEM TO BE SOLVED: To provide an advertisement system which uses the Internet and an advertisement generation support tool which can easily generate an advertisement.

SOLUTION: This advertisement system 1 uses the Internet IN to publish an advertisement Ia invited from the advertiser 30 to a homepage opened on a server 11 on the Internet and provide this advertisement Ia as information for a customer 20; and the customer 20 previously provides its own personal information Id for the intermediate operator 10 having opened the homepage, and the intermediate operator 10 enables the specific advertisement Ia to be browsed under browsing permission conditions previously set in the personal information Id and advertisement Ia when the customer 20 makes a request to browse the advertisement Ia and then gives the customer 20 a specific incentive according to a specific frequency as to one advertisement Ia and the number of browsed advertisements Ia when the customer 20 browses the advertisements Ia which are enabled to be browsed. Further, the advertisement generation support tool is downloaded.
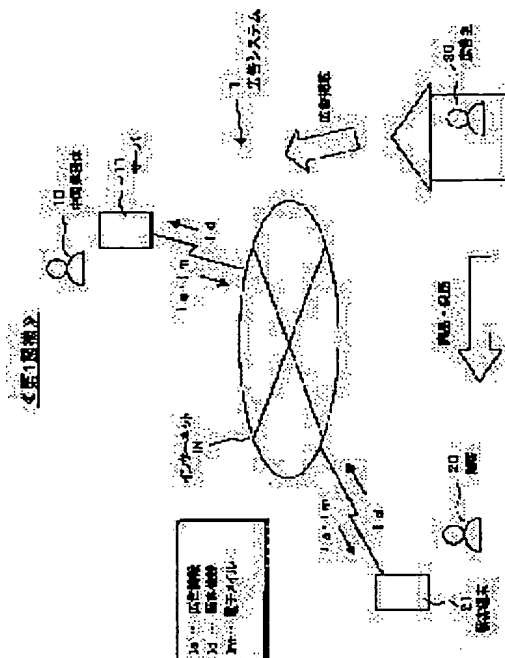
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CLAIMS

[Claim(s)]
[Claim 1] The advertisement collected from the advertiser to the homepage established by the server on the Internet is carried. It is an advertising system using the Internet which provides a customer with this advertisement as information. Said customer provides with the individual humanity news of self beforehand the medium operation object which opened said homepage. Said medium operation object enables access of a predetermined advertisement based on the access authorization conditions beforehand set as said individual humanity news and said advertisement when there was an access demand of said advertisement from said customer. And said medium operation object is an advertising system using the Internet characterized by giving said customer a predetermined incentive according to a predetermined count and the number of the perused advertisements about one advertisement when the advertisement with which said access of said customer was attained is perused.
[Claim 2] The advertising system using the Internet according to claim 1 characterized by being the configuration which narrows down beforehand the advertisement said whose access is attained based on a customer's access requirements.
[Claim 3] The advertising system using the Internet according to claim 1 or 2 characterized by for said incentive being cash and being the configuration paid to said customer through a financial institution from said medium operation object when the incentive of a parenthesis reaches the predetermined amount of money.
[Claim 4] It is the advertising system which used the Internet of a publication for any 1 term of claim 1 characterized by being the configuration which said advertiser sets up the period which enables access of said advertisement, restricts said medium operation object within this set-up period, and enables access of the advertisement concerned thru/or claim 3.
[Claim 5] The advertising system which used the Internet of a publication for any 1 term of claim 1 characterized by being the configuration which displays the route to said advertiser's store according to the demand from said customer thru/or claim 4.
[Claim 6] The advertising system which used the Internet of a publication for any 1 term of claim 1 characterized by being the configuration which notifies said customer of advertising arrival information for every predetermined period according to the demand from said customer thru/or claim 5.
[Claim 7] Said medium operation object is the advertising system which used the Internet of a publication for any 1 term of claim 1 characterized by being the configuration whose access is enabled as an advertisement with which said advertisement is not given to said incentive, without receiving a limit of said access authorization conditions and/or said access requirements thru/or claim 6.
[Claim 8] The tool which supports creation of the advertisement carried by the homepage on the Internet is downloaded from the server on the Internet. It is the advertising creation exchange tool an advertiser creates said advertisement and was made to carry to said homepage. Said advertising creation exchange tool The components box which holds two or more kinds of components stuck at least on the canvas for advertising creation with which said advertisement is created, and said canvas for advertising creation selectable, A components attachment means to stick said selected component on said canvas for advertising creation, A components processing means to process said selected components and stuck components, The advertising creation exchange tool characterized by having an edit means to edit the advertisement created by said canvas for advertising creation, a preservation means to save said created advertisement electronically, and a link-information setting-out means to set up the link information of said created advertisement.
[Claim 9] The advertising creation exchange tool according to claim 8 characterized by having a questionnaire result display means to visualize and display the total result of the questionnaire data obtained with the questionnaire form with which said advertising creation exchange tool was stuck on said advertisement, including the questionnaire form with which said components box supports the questionnaire operation on the Internet.
[Claim 10] The tool which supports creation of the advertisement carried by the homepage on the Internet is downloaded from the server on the Internet. It is the advertising creation exchange tool an advertiser creates said advertisement and was made to carry to said homepage. Said advertising creation exchange tool That by which two or more predetermined components were stuck at least on the position at the canvas for advertising creation at which said advertisement is created, A components processing means to process said component, an edit means to edit the advertisement created by said canvas for advertising creation, The advertising creation exchange tool characterized by having a preservation means to save said created advertisement electronically, and a link-information setting-out means to set up the link information of said created advertisement.
[Claim 11] The advertising creation exchange tool according to claim 10 characterized by to have a questionnaire result display means visualize and display the total result of the questionnaire data obtained with the questionnaire form with which at least one of said two or more stuck components is the questionnaire form which supports the questionnaire operation on the Internet, and said advertising creation exchange tool was stuck on said advertisement.